

ATARI PROGRAM EXCHANGE

Program Submission Form

FOR ATARI PROGRAM EXCHANGE USE ONLY

Date received _____ Submission number _____
Date accepted _____ Date rejected _____
Program No. APX- _____ Reason _____
Documentation rating _____
Reviewer _____

(PLEASE PRINT OR TYPE)

Program title _____
(Make this as generic as possible to avoid trademark complications.)

File name _____

☐ New program or ☐ Revision (by original author only) to program number APX- _____

Submitted on ☐ cassette ☐ single-density diskette ☐ double-density diskette.

Program language _____

Author's name _____
(Please print your name as you want it to appear in the software catalog.)

Street _____

City _____ State/Country _____ Zip code/mail code _____

Day telephone number (_____) _____ Social Security number _____

May users contact you if they need help in using your program?

(Your agreement to be contacted will be indicated in the software catalog.)

☐ yes ☐ no ☐ by mail ☐ by telephone

Software category (check one)

- ☐ Business and Professional Applications
- ☐ Personal Finance and Record Keeping
- ☐ Personal Interest and Development
- ☐ Education
- ☐ Entertainment
- ☐ System Software

Intended user:

Age range _____

Required skills _____

Minimum RAM required (fill in at least the RAM size for the medium on which you submit your program; fill in the other minimum RAM sizes if you have this information):

_____ K RAM (cassette) _____ K RAM (single-density diskette)

_____ K RAM (double-density diskette)

Referring to the list below, check *all* the required and optional accessories. Be sure to indicate when a user has a *choice* of accessories.

Req'd. Opt.

- | | | |
|--------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI Assembler Editor Cartridge |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI 410 Program Recorder |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI 810 Disk Drive |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI 815 Disk Drive |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI 820 Printer |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI 822 Printer |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI 825 Printer |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI 850 Interface Module |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI 830 Acoustic Modem |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI Joystick Controller(s) |

Req'd. Opt.

- | | | |
|--------------------------|--------------------------|--------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI Paddle Controller(s) |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI Keyboard Controller(s) |
| <input type="checkbox"/> | <input type="checkbox"/> | ATARI Light Pen |
| <input type="checkbox"/> | <input type="checkbox"/> | Pilot |
| <input type="checkbox"/> | <input type="checkbox"/> | Fig FORTH (APX) |
| <input type="checkbox"/> | <input type="checkbox"/> | Other software (list these) _____ |
| _____ | | |
| <input type="checkbox"/> | <input type="checkbox"/> | Other accessories (list these) _____ |
| _____ | | |

For programs on diskette, list the names of all files and the function of each:

Loading instructions:

Check that you have included your:

- ☐ Program cassette/diskette
- ☐ Program Submission Form
- ☐ Software Submittal Agreement (2 signed copies)
- ☐ User instructions
- ☐ Source code in machine-readable form

Mail your materials to:

THE ATARI PROGRAM EXCHANGE
P.O. Box 427
1196 Borregas Avenue
Sunnyvale, California 94086

Atari
Computer Division

ASAP

ATARI Software Acquisition Program

P.O. Box 427

Sunnyvale, CA 94086

Atari Computer Division reserves the right to make changes from time to time, without notice or obligation, in the elements of its ATARI Software Acquisition Program, and the ATARI Program Exchange.

¹ To be eligible for the 1981 Grand Prize, your submitted program must be accepted by the Atari Program Exchange by October 1, 1981. Winners in the ASAP Contest will be determined by criteria and judging of Atari, Inc. Employees of Atari, Inc. and their immediate families are not eligible for the ASAP Contest.

² Retail Price means the Suggested Retail Price for Consumer and Computer Division products. All Consumer Division products will be based on a \$3,000.00 value.

³ Awarded in each of the three categories.



Corporate Headquarters
1265 Borregas Avenue
Sunnyvale, CA 94086



A Warner Communications Company

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\$100,000 IN PRIZES!
**How to put
your program
into thousands
of homes—**



ATARI
COMPUTERS FOR PEOPLE™

\$100,000 IN PRIZES!

How to put your program into thousands of homes—



ATARI
INTRODUCING THE ATARI
SOFTWARE ACQUISITION PROGRAM

ATARI
COMPUTERS FOR PEOPLE™

*It's Your Chance To Put
Your Program Before
Thousands—*

ATARI

Atari, the name more and more people trust in personal computers, is developing more exciting programs for its ATARI® 400™ and ATARI 800™ personal computers. But maybe you already have a program that ATARI computer users would enjoy. Then you'll be interested in the ATARI Software Acquisition Program—ASAP.

We're interested in developing more programs for people. The type most people will want, such as personal finance, self-improvement, education, and home entertainment.

Like all current ATARI software, they should be easy for the non-technical person to use. And they should be adaptable to a variety of media—cassette, diskette, or ROM cartridge.



*The ATARI
Program Exchange*

You begin by sending your program, with documentation, to Atari. We'll review it, and, if accepted, we'll publish a listing for it in our quarterly ATARI Program Exchange catalog. APX. APX will be distributed at no charge to all registered ATARI personal computer owners.

The software listed in APX will be available for purchase by mail. You'll receive a payment for each copy of your program sold. Payments will be made each quarter on the previous quarter's sales.

When your program is accepted for listing in APX, you assign all rights to the program to Atari, Inc. Your listing may, at our discretion, be discontinued at any time. In that case, you'll be notified, and you may request that the rights be returned to you.

User groups' contributions will be listed separately in APX. Any payments for club contributions will go directly to the club. Public domain software will be listed with notice of limited copying rights for personal and educational use.

The ATARI System — Designed for People

The ATARI computers' graphics are matched only by machines costing over ten times as much! It features upper- and lower-case characters, fine-scrolling, and up to 128 colors. Sound generation is the most advanced in personal computers.

The ATARI 800™ computer features a standard 16K RAM which may be expanded up to 48K with easily-installed 8K or 16K ATARI Memory Modules.™ Connection to peripherals is simple through a serial input/output port. Peripherals include the ATARI 410™ Program Recorder, two types of disk drives, three different printers, the ATARI 830™ Acoustic MODEM, and the ATARI 850™ Interface Module which allows you to expand your system to include almost any RS232C-compatible peripheral.

In short, no other system gives you as much design flexibility.

Get Started Today

To participate in the ATARI Software Acquisition Program, first fill out an ASAP application packet available at your local participating ATARI dealer. Indicate clearly the type of program you are submitting, whether it requires any peripherals or accessories, along with your name, address, and phone number.

All ASAP applications will be kept in the strictest confidence. You will be contacted by the ASAP Center within one week of receipt to let you know the status of your application.

If you have any questions about the ATARI Software Acquisition Program, the ATARI Program Exchange, or the ASAP Contest, call our special ASAP TOLL-FREE number:

1-800-821-2280 ext. 904

(In Missouri, 1-800-892-7655 ext. 904)

\$100,000 IN PRIZES!

In the ATARI® Software Acquisition Program Contest!

To show our support for the ATARI Software Acquisition Program, we're sponsoring the ASAP Contest for people published in *APX*.

There are annual prizes of ATARI products awarded quarterly, valued at \$75,000. With a yearly Grand Prize of \$25,000 cash! Acceptance of your program for *APX* automatically enters your program in the contest.¹

Every three months, there will be First, Second, and Third place prizes awarded in each of four categories. Because Atari believes in people-oriented programs, prizes in the Consumer category are larger.

Consumer

(Personal Finance, Self-Improvement, Home Entertainment, Hobbies)

- 1st Place:** \$3,000² in ATARI products of your choice
2nd Place: \$2,000² in ATARI products of your choice
3rd Place: \$1,000² in ATARI products of your choice

Business, Education, Systems

- 1st Place:**³ \$2,000² in ATARI products
2nd Place:³ \$1,500² in ATARI products
3rd Place:³ \$750² in ATARI products

GRAND PRIZE—\$25,000 CASH

Awarded once a year for the best program, in any category, submitted during the contest year.

The ASAP Center

To support serious independent software developers, Atari offers its ASAP Center. Staffed by Atari technical experts, the ASAP Center is a resource for those whose program or proposal Atari finds especially interesting.

The ASAP Center is equipped with ATARI hardware and the necessary technical manuals and reference materials. The ASAP Center will offer development facilities, periodic technical seminars, demonstration facilities, and the opportunity to have your program reviewed and evaluated.

Once your program is complete, Atari may accept it. Or, you may want to market it yourself, independently. In either case, you'll receive full credit for your creation. As well as the chance to make some extra money.

The ATARI System— Designed for People

The ATARI computers' graphics are matched only by machines costing over ten times as much! It features upper- and lower-case characters, fine-scrolling, and up to 128 colors. Sound generation is the most advanced in personal computers.

The ATARI 800™ computer features a standard 16K RAM which may be expanded up to 48K with easily-installed 8K or 16K ATARI Memory Modules.™ Connection to peripherals is simple through a serial input/output port. Peripherals include the ATARI 410™ Program Recorder, two types of disk drives, three different printers, the ATARI 830™ Acoustic MODEM, and the ATARI 850™ Interface Module which allows you to expand your system to include almost any RS232C-compatible peripheral.

In short, no other system gives you as much design flexibility.

See back panel for ASAP Contest details.

ATARI'S SOFTWARE ACQUISITION PROGRAM

ASAP

TO: Personal Computing Enthusiasts
FROM: Roger Badertscher, President
Atari Personal Computer Division

Your involvement in personal computing shows that you recognize the tremendous potential of this exciting technology. We at Atari have directed our efforts at designing a personal computer system that will enable more people than ever before to enjoy the benefits of personal computers.

Our emphasis has been on "human-engineering" both hardware and software. And we are continuing our intensive efforts at developing programs for people for use on our ATARI 400™ and ATARI 800™ personal computers.

Many of you have developed personal computer programs of your own, for the ATARI system and for others. How would you like to have the marketing clout of ATARI to help you sell your programs? If you would, you'll be excited about our new Atari Software Acquisition Program, or ASAP.

To participate in this unique program, you begin by filling out an application form. A sample is enclosed. In the form, you'll want to document your program along the lines shown in the sample. Send your documentation, along with your program, to the address listed. An Atari representative will contact you within one week of receipt. All applications will be kept in the strictest confidence.

If your program is accepted, we will publish it in our quarterly ATARI Program Exchange catalog, APX. APX will be distributed free to thousands of registered Atari personal computer owners. Each time one of your programs is ordered, you will be entitled to a percentage of the purchase price. Payments will be made quarterly for all sales in the previous quarter.



ATARI Software Acquisition Program, Post Office Box 427, Sunnyvale, California 94086
Corporate Headquarters, 1265 Borregas Avenue, Sunnyvale, California 94086

In addition to offering the APX catalog, Atari is sponsoring the ASAP Contest for people whose programs are published in APX. There are annual prizes of \$75,000 in Atari products, with a yearly Grand Prize of \$25,000 cash!

And, to assist serious software developers, we've opened our first ASAP Center, a resource where you can have your program reviewed and evaluated by Atari technical experts. The ASAP Center is equipped with a full array of ATARI equipment, and the technical manuals and reference materials you'll need to do the job.

If upon completion at the ASAP Center, your program is especially interesting to Atari, we may elect to add it to our growing family of exciting ATARI programs. In that case, we'll work out a mutually satisfactory compensation agreement.

The enclosed brochures describe ASAP in more detail, as well as the complete line of ATARI personal computers and accessories. There's also a list of local dealers who have more application forms and brochures.

As the name ASAP implies, this is an intensive effort to rapidly expand the growing number of programs for ATARI personal computers. We hope you'll take this opportunity to join us in that effort, as well as earn a small measure of fame -- and perhaps some money -- while participating.

If you have any questions about ASAP or the ASAP Contest, please call our special ASAP TOLL-FREE number: 1-800-821-2280, ext. 904 (in Missouri, 1-800-892-7655, ext. 904). An Atari representative will be glad to talk with you.

Sincerely,



Roger Badertscher
President, Atari Personal Computer Division

ATARI® SOFTWARE ACQUISITION PROGRAM

1196 Borregas Avenue, Sunnyvale, CA 94086

ASAP

Software Submittal Agreement

I, _____, am submitting to ATARI, INC. ("ATARI") the computer program (including source code and object code), related documentation and associated audiovisual work ("SOFTWARE") that I call _____.

I warrant that the SOFTWARE is original (the product of my creativity) and that I am the owner and proprietor of all rights in the SOFTWARE and that I have the right to enter into this agreement with ATARI. Further, I agree to indemnify ATARI for losses, liabilities and damages resulting from uses of the SOFTWARE if I know or reasonably should know others have rights in it.

ATARI agrees to review the SOFTWARE. In return, I grant to ATARI, for no more than sixty days from the date ATARI has received both the SOFTWARE and this agreement, the exclusive and irrevocable option to acquire rights as set forth below. ATARI may exercise this option by mailing to me an executed copy of this agreement.

Should ATARI not exercise its option, ATARI will have no rights in the SOFTWARE or obligations to me concerning the SOFTWARE.

Should ATARI exercise its option:

1. ATARI shall offer the SOFTWARE for sale within six months of its exercise of the option.

2. ATARI shall pay to me on a calendar quarterly basis, 10% of ATARI's net receipts (see paragraph 7 below) for all copies of the SOFTWARE marketed by ATARI during the preceding calendar quarter.

3. I have the right to have the payment calculations verified once a year, at my expense. Verification shall consist of examination of pertinent records by a certified public accountant of my choice and approved by ATARI who must execute a confidential disclosure agreement provided by ATARI and who may not disclose any information to me other than his opinion as to the accuracy of the payment(s).

4. I grant an irrevocable nonexclusive, worldwide license to ATARI to reproduce, adapt, distribute, perform, display and otherwise market the SOFTWARE and use the name of the SOFTWARE, including any trademark and good will associated with the name.

5. I may develop improvements, translations, adaptations and other derivative works of the SOFTWARE. Should I develop any such works that can be used with ATARI products or ATARI-compatible products, I will deliver them to ATARI and ATARI may include them in the SOFTWARE under this Agreement.

6. ATARI shall have all rights to manage and to conduct any marketing of the SOFTWARE, including the rights to determine: method of marketing, pricing, marketing terms, name and description of the SOFTWARE and advertising. The SOFTWARE will be marketed through the ATARI Program Exchange. ATARI may remove the SOFTWARE from its catalog and otherwise cease marketing at any time. ATARI can give no assurances concerning the success of any marketing efforts.

7. For the purpose of computing royalty payments under paragraph 2, "net receipts" shall mean the base price received by ATARI for the SOFTWARE. The base price of the SOFTWARE does not include the cost of diskettes, cassettes, cartridges, or other media ("Media"), handling, taxes or duties. Refunds allowed by ATARI to customers upon returns of Media (containing the SOFTWARE) will be deducted in determining "net receipts".

If the Media containing the SOFTWARE is marketed as a package with other programs, net receipts will be allocated by ATARI on a pro rata basis among the programs in the package based on the base price of each of the programs.

8. ATARI shall have the right to modify, revise, enhance, improve or develop the SOFTWARE or any related documentation, instructions or packaging for the SOFTWARE in any manner that ATARI may choose. ATARI shall be the owner of any such revisions, enhancements, improvements or developments and may use, sell and otherwise market them based on the above terms of royalty payments to me.

9. All nonpublic information pertaining to ATARI's business, the SOFTWARE, its method of operation and its marketing shall be considered strictly confidential and proprietary to ATARI and shall not be disclosed by me to any third party without ATARI's express written consent.

10. If I break this agreement, or my representations or warranties prove to be untrue, or ATARI is entitled to be indemnified by me, ATARI may withhold the amount of any royalty payments I would otherwise receive and set off such amounts against any expense, liability or loss ATARI shall have incurred or suffered or that it may reasonably anticipate.



I recognize that ATARI develops its own software and acquires software from others that may be similar to my own. Accordingly, I submit the SOFTWARE on a nonconfidential basis and release ATARI from any obligation to me that might arise from any marketing or use by ATARI of other software having programming, audiovisual display, subject matter, concepts and/or name resembling those of the SOFTWARE, except for ATARI's obligation to pay me royalties, as set forth above, for the marketing of the SOFTWARE or other software derived from and substantially identical both in programming and audiovisual display to the SOFTWARE.

If ATARI does not exercise its option with respect to the SOFTWARE, ATARI shall be under no obligation to return the SOFTWARE to me. ATARI shall have no liability to me if the SOFTWARE is lost, damaged or destroyed.

This agreement shall be binding upon and inure to the benefit of the successors and assigns of the parties. ATARI may assign all or any portion of its rights under this agreement. Seller may not assign or delegate any of its rights or obligations under this agreement without the express written consent of ATARI. This agreement shall be governed by the substantive law of the State of California, and any action brought by either party hereunder shall only be brought in the Northern District of California (if in federal court) or in the County of Santa Clara, State of California (if in state court). In no event shall ATARI be liable for any incidental or consequential damages. If any provision of this agreement shall be held by a court to be contrary to law, the remaining provisions shall remain in full force and effect. This agreement is the only agreement between ATARI and me regarding the SOFTWARE. Any modification to this agreement must be in writing and signed by ATARI and me.

Submittor

(Print name of individual or Company)

By: _____

Title: _____

Date: _____

Address: _____

Option Exercised by ATARI
For: ATARI, INC.

By: _____

Title: _____

Date: _____

Address: 1196 Borregas Avenue, Sunnyvale, CA 94086

(NOTE: (1) If the Program is the property of more than one individual, this Agreement must be signed by all such individuals as "Submittor", together with a statement of the name and address of the individual who is to receive notices and royalties. The obligations of each such individual under the agreement shall be joint and several. (2) If Seller is under 21 years of age

the signature of Seller's parent or legal guardian is also required, with a statement that such person is signing as legal guardian. (3) If Seller is a corporation, this Agreement should be signed by an officer of the corporation empowered to enter into agreements on behalf of the corporation.)